

You are cordially invited to attend
SMART STRATEGIES FOR FRONT LINE LEADERS
a component of the Governor's Early Childhood Summit
Saturday, June 4 10 a.m. – 5 p.m.
Student Commons Theater, Virginia Commonwealth University
Registration begins at 9:30 a.m.

Who should attend?

Center- and Home-Based Child Care Owners, who will receive 6 contact hours for attendance.

The objective of this event is to focus on capacity in the child care industry to provide high quality care in a more cost-efficient and cost-effective way. Workshops on business skills, budgeting, human resource management and marketing will be presented, as well as information about the economic impact of the child care industry to Virginia.

The agenda will include:

- ✓ a panel presentation of information about financing and loan opportunities as well as resources for assisting with writing a business plan;
- ✓ an update on the progress of Virginia's child care provider professional development system by the Virginia Department of Social Services;
- ✓ keynote address from **Louise Stoney** of the Alliance for Early Childhood Finance in New York, regarding the economic impact of the child care industry; and
- ✓ an intensive block of training:
 - Center owners will have a 4-hour training session with **Kathleen Corley** of Development Corporation for Children in Minnesota, covering sessions on financial tools (budgeting and cash flow), human resource basics, and marketing.
 - Family providers will have a 4-hour training session with **Michelle Thole** of the Resource and Referral Network in Minnesota, working through the *Dollars and Sense* book (provided to participants) to cover contracts with parents, developing a business plan, and other important skills for the family provider.

Lunch and materials will be provided free of charge to participants. Space is limited; please register as soon as possible but no later than May 20. Parking is available in the deck across the street from the Student Commons at \$5 per car. Following the registration period, an email will be sent to confirm registration and provide additional information.

To register, please select the link below.

[Registration information](#)